Abstract Of The Disclosure

A method of developing product
characteristics for a new automotive vehicle comprising
5   the steps of: generating a plurality of vehicle
attributes including usage experience attributes,
driving experience attributes, and design attributes;
classifying each of the attributes; generating a
preferred vehicle brand position as a function of the
10 vehicle attributes; and, generating target vehicle
characteristics as a function of the vehicle attributes
and the preferred vehicle brand position. In this
manner, the target vehicle characteristics represent
customer-driven objectives for each of the plurality of
15 vehicle attributes. An advantage of the present method
is that it provides customer-driven products with
identifiable brand images.

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